

## **Conclusions**

**Considering all of the options, what makes the most sense, and why?**

Businesses' primary interest is in finding a long-term solution rather than one that will only be effective for a few years. Participants at two different groups suggested that three area codes be considered, in order to make the change long-lasting.

The overriding conclusion was that the split plan will result in a one-time inconvenience and will be much less confusing in the long run. Participants emphasized the importance of having a clear geographic area code boundary and although other possibilities were mentioned, the Portland/Salem/Northwest Oregon division proposal was well-accepted.

The overlay option was not favored by respondents. They do not like the idea of callers having to dial 10-digits, the potential for having two different area codes within the same business (or city), and expressed uncertainty about long-distance charges and directory information services.

While the majority of participants expressed an understanding that fewer businesses would be effected if Portland kept the 503 area code, it was also clear that other regions would prefer to keep the 503 designation themselves. Many of those in Central and Eastern Oregon indicated that they feel the situation was caused by the urban areas and that the urban areas will likely outgrow the 503 area code anyway.

Similarly, several participants suggested the telephone books contain appropriate information, as well as sources for answers. A mass media program to include television news and newspapers was deemed essential, not just for businesses, but for potential customers throughout the United States.

**What kinds of "help lines" or other resources are you aware of for investigating phone problems? Who provides these services?**

Except for the occasional equipment service provider or long-distance provider (ATT in particular), business customers rely almost exclusively on their local telephone company.

**Who should provide such services - equipment suppliers, local or long-distance suppliers, the PUC...?**

The local telephone provider was deemed the most logical source for assistance. However, in a couple of the rural communities businesses often appear to rely on an informal network of local "experts." Local business resources, such as the Chambers of Commerce were also suggested.

**(ASTORIA ONLY) Where are most of your long distance calls directed?**

For members of this group, most of the regional long distance calls were to the Long Beach peninsula of Washington or to Portland.

Regardless of what decision is made, businesses need the information as soon as possible, particularly for long-term promotional pieces and advertising. Opportunities for long-term wrong number messaging should be communicated.

Unsophisticated businesses need to be educated as to the potential impact, the need to ask questions of their system vendors and ways to verify their system operability.

## CERTIFICATE OF SERVICE

I, Tammi A. Foxwell, do hereby certify that on this 12th day of June, 1995, I caused a copy of the foregoing letter to be sent via hand delivery to the following:

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